

Public perceptions in an Indian historic city: An empirical study of tangible-intangible heritage linkages

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Supplementary Data

Supplementary Table S1 — Description of the projective technique used and its purpose

Projective Technique Used	Questions Asked	Purpose
Demographic & Behavioral Inquiry	1. How long have you been living in Nashik? 3. How often do you visit Juna Nashik/Panchavati Area? 4. What is the main purpose of your visit?	To understand respondents' familiarity with the city, frequency of engagement with heritage spaces, and motivations for visiting.
Image-Based Projection	2. Rate the following images according to what "Heritage/Juna Nashik" means to you (5-High, 1-Low). 6. Select the image that represents why you feel connected to the Historic City of Nashik. 8. What do you observe or remember in the following image? Can you recall a specific memory or event?	To assess emotional and cognitive responses to heritage through visual stimuli and personal memory recall.
Word Association & Sentiment Analysis	5. Choose the words that resonate most with your feelings of connection to the Historic City of Nashik. 9. Can you give five keywords that come to your mind when I say Juna Nashik/Panchavati? 10. Indicate the degree to which each of the following statements reflect your feelings.	To reveal subconscious associations, sentiment strength, and key themes shaping public perception of heritage.
Memory Mapping & Personal Narratives	7. What are three places in Old Nashik that hold special memories or experiences for you?	To identify culturally significant locations based on personal and collective memory, reinforcing place attachment.

Supplementary Table S2 — Sample words used for coding heritage categories

Heritage Category	Sample words used for coding	Description
Tangible Heritage assets	Temples, Ghats, Forts, Ramkund, Heritage Chowks, Historic Bridges, Wadas, Stone Carvings, Panchvati, Caves, Traditional Markets, etc.	Physical heritage elements such as historic architecture, religious structures, and marketplaces that shape Nashik's urban identity.
Intangible cultural heritage	Religious Hymns, Kirtans, Kumbh Mela, Aarti, Rath Yatra, Dipotsav, Rang Panchami, Ganesh Visarjan, Palkhi Procession, Ganga Snan, Godavari Worship, Holy Baths, Copper and Brass Work, etc.	Social and cultural traditions, religious ceremonies, and performance arts associated with heritage spaces.
Natural Heritage	Godavari River, Riverfront, Ramkund, Tapovan, Sacred Trees, Holy Water, Goda, etc.	Natural elements that hold cultural and spiritual significance within the historic urban setting.

Supplementary Table S3 — Descriptive statistics of citizen perceptions across themes

Theme	N (Sample Size)	Mean	Variance	Standard Deviation
Sense of Identity and Place Attachment (Theme 1)	408	4.48	0.23	0.48
Spatial-Built Contribution to Intangible Cultural Heritage (Theme 2)	408	4.51	0.18	0.43
Cultural Practices as Socially Constructed (Theme 3)	408	4.26	0.26	0.51

Supplementary Table S4 — Descriptive statistics of citizen perceptions across age groups

Age group	N	Mean (Theme 1)	Mean (Theme 2)	Mean (Theme 3)
15-25 years	101	4.48	4.51	4.26
26-40 years	97	4.54	4.54	4.32
41-55 years	107	4.30	4.29	4.18
56-75 years	103	4.22	4.22	4.04
